

Seasoned digital marketer, business owner, and startup entrepreneur with over 15 years of experience in digital marketing, branding, and business development. A professional and creative leader with a strong analytical mindset and understanding of marketing strategy, business growth, and scaling online properties.

## Foxhaven Media, LLC

Owner, Founder

6/21 - Present  
Charlottesville, VA

- Founded **Foxhaven Digital**, a digital marketing and web design studio focused on delivering tailored solutions in content marketing, SEO, and web development for local Charlottesville clients across industries. Learn more → [foxhaven.co](https://foxhaven.co)
- Established **Foxhaven Photography**, offering professional photography services for real estate, Airbnb rentals, and commercial clients, delivering high-quality visuals that drive engagement and sales. Learn more → [foxhavenphoto.com](https://foxhavenphoto.com)

## Virginia Distillery Co.

Digital Marketing Manager

11/19 - 6/21  
Lovingson, VA

- Led the digital transformation of the company's marketing efforts, taking the company's digital efforts from an outside agency to in-house, increasing website traffic by 65% and growing social media engagement by 45%.
- Pioneered the launch of a direct-to-consumer (DTC) sales channel during a critical regulatory shift in Virginia during the COVID-19 pandemic, which previously prohibited online alcohol sales. Spearheaded efforts to enable online whisky sales for the first time in the company's history, accounting for 20% of the overall company's sales in 2020
- Managed all aspects of digital marketing, including search marketing (SEO/SEM), social media, website content, customer acquisition, and e-commerce initiatives.

## Rafflecopter

Cofounder, COO

3/11 - 6/17  
Boulder, CO

- Cofounded a social media marketing SaaS platform, scaling it to a profitable business with \$1.5M in annual recurring revenue in less than 3 years, without outside funding. Grew the company to a peak of 12 employees while maintaining profitability and operational efficiency. Learn more → [rafflecopter.com](https://rafflecopter.com)
- Led product development, marketing, and business operations to grow the platform to over 100,000 users.
- Secured partnerships with major brands, including Intel, Yelp, Pizza Hut, Colorado Tourism Board, & NBCUniversal.
- Successfully sold my stake in June 2017 after 6.5 years of sustained growth. Learn the story → [gregggoodson.com/work](https://gregggoodson.com/work)

## Backcountry.com

SEM/CSE Program Manager

4/08 - 4/10  
Park City, UT

- Managed search marketing campaigns across a portfolio of e-commercial brands, contributing to a 30% increase in online sales. Optimized ad campaigns to achieve a 25% improvement in ROAS and reduced customer acquisition costs by 15%.
- Expanded comparison shopping engine (CSE) channels from contributing 3% of overall company revenue to 8% by the time of departure through targeted campaign optimization, datafeed optimization, and performance tracking.

## 360i

Associate Media Manager

1/07 - 4/08  
Atlanta, GA

- Provided support and managed search marketing campaigns for large household-name clients, including Alamo Rent A Car, TBS, and AJC. Conducted competitive analysis to identify new opportunities for campaign growth and optimization.



**Georgia Tech**, Atlanta, GA  
B.S., Business Management, 2006  
Marketing, Operations Management

## Hobbies & Interests

Bluegrass mandolinist at Rare Bird Alert → [rarebirdalert.band](https://rarebirdalert.band)  
Weather enthusiast at What's This Cloud → [whatsthiscloud.com](https://whatsthiscloud.com)